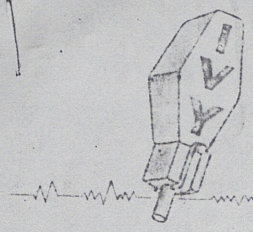

THE IVY NETWORK CORPORATION

WHERE FUTURE AMERICA LISTENS AND LEARNS TO BUY

242 A YALE STATION • NEW HAVEN, CONN. • STATE 7-0711

HERBERT F. DECKER
GENERAL MANAGER

ROBERT P. BREMNER
BUSINESS MANAGER

STEPHEN T. SOHMER
EXECUTIVE MANAGER

July 11, 1961

Station Managers
Ivy Network

Dear Station Manager:

This letter will serve as a general report for the operations of the Ivy Office up to this date, as well as requesting certain urgent information from you. If this letter does not reach you directly, it is because you have not given me your summer address and telephone number. If you have not done so yet, please give me your address as certain contracts will very likely come up which need your immediate attention.

In the past few weeks renewal reports have been submitted to all past sponsors excepting Air France and Lanvin. United States Steel will definitely renew on the same schedule. Schlitz will very likely renew, and is leaning towards adding WKCR. They will want the same 15 minute news and sports shows as last year, run at the same times. Auto-Europe changed agencies, but their new agency was favorably impressed with our presentation and renewal report, and may extend their coverage next year, airing more spots in the spring. Arista received no sales from their campaign and will not buy next year. L & M will probably renew. They are planning their 1961 - 62 college campaign now and their decision will not be made until August. If it is favorable, they will probably sponsor a full year's schedule of news shows, dropping the half-games of football. - 2. BOAC was pleased with the results of their test campaign, and will probably extend their contract next year.

As you can see, nothing will be definite until contracts are signed in late August and early September. This will give

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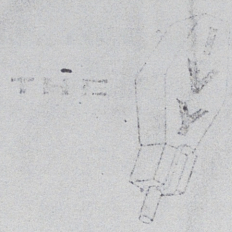

you a better indication of the way things are going though. I would also like to thank you for your cooperation in sending merchandising evidence and other material for the renewal reports. With a couple of exceptions, every station's material was good in both quantity and quality. Particular thanks are due WVBR and WPRB for their superior jobs.

It is too early to say anything about new contracts, except that a few already look favorable for next year. In order to show you some of the promotional work that Bob and I are doing, enclosed you will find a copy of our revised brochure. Most of the pages are the same, but there are a few important additions (WDCR) and improvements (last two pages). Also enclosed is a two page letter summarizing the Network's facilities and activities. These letters are being sent to media directors and time buyers along with an introduction memo. In this way we will get extensive coverage in advertising agencies at a minimal cost, and hope to get results by following our letters with calls.

There is some information urgently needed from you. As of now we have complete 1961 - 62 on-off dates from only WBRU and WHRB. These are essential to us in talking to clients and in making out schedules. Therefore, would you send me your exact on-off dates as soon as possible. If you are not sure of them yet, please send the calenders of your school year and state whether your station's off dates correspond to your vacations. We also need your general availabilities, particularly concerning sports. Would you tell us whether any of your games (all sports) are sold, whether you're planning pre and post-game shows for any sport, your news availabilities, and generally how full you predict your schedule to be for spot announcements. And again, your summer addresses and phone numbers are essential as we will notify you for approval when we are about to sign any contract.

The fall meeting is tentatively scheduled for Saturday,

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September 9th at Columbia. This date was chosen as the time when most of us would be through work and near New York City before going back to school. It is important that both the Station Managers and Business Managers from all schools will be at this meeting as we must get contracts signed and organized before the school rush. Please let me know if you will be here on September 9th.

That covers about everything for now. I'll keep you posted on further operations.

Best regards,

Bert

Bert Decker
General Manager

BD/al
enclosures
CC: Business Managers